

## Build your own e-mail lists from the web for less using ListDNA.com

Houston, TX – 05 June 2008: ListDNA, Division of VERTX SYSTEMS, LLC today announced the release of ListDNA software utility to help you build your own marketing lists from the web. There are few tools on the web which allows individuals and small business owners to build and generate your own unique marketing lists with e-mail, phone, fax and urls all included – easily. Sure you can buy all types of lists for \$300+, and we went down this path. We purchased an e-mail list for \$1000/- and they would e-mail our product and service to 1MM opt-in e-mail users (not spam). Do you know our return on investment - \$0.00 big ZERO!! Why? The Company we bought the list from did do the work, they did send out 1MM e-mails but they did not bother to tell us that all of these e-mail users were outside USA, outside our demographics based on our target. After exploring many solutions it was concluded that ListDNA offered the best options to empower the end user to extract and build their own custom lists from the web. Clearly there are limitations because the product can not and will not extract data from phone directory listings such as BigYellow.com or business social networks such as LinkedIn.com. The technology can not extract data from java controls, .net controls which are set on pages. Therefore, a consumer of this product maybe able to view the information on the web and/or print them but ListDNA and/other competing products can not extract this data. However, if ListDNA.com can be customized to support such operations upon specific customer requests – please contact management for such discussions. ListDNA can run for days and ongoing to continue custom list building as required and specified by the consumer of this product. There are no limits and a free trial is provided for consumer use to test the results. Like most marketing lists, the data upon extraction needs to be saved, sorted and messaged to ensure the information will be valuable to the marketer. Additionally, ListDNA.com and the management of VERTX SYSTEMS, LLC subscribes to the “DO NOT SPAM” policies, therefore, we recommend you read, review and follow such internet policies. Please ensure that if you leverage our product to build up e-mail or snail mail lists and use it to market, you provide options to the receiver of such mail the opportunity to remove themselves from your list. For additional information on ListDNA, visit [www.ListDNA.com](http://www.ListDNA.com), download and try our product FileOn List Builder. Please report any bugs or errors, and our support team will continue to enhance the product and release as they become available. ABOUT ListDNA, Division of VERTX SYSTEMS, LLC, is software utilities division that designs and builds products with user-friendly approach to working with extraction of data from the web.

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